



KOAT
3801 Carlisle Blvd. NE
Albuquerque, NM 87107
(505)884-7777

CONTRACT

Contract / Revision 961880 /	Alt Order # 06364306
<u>Product</u>	
<u>Issue</u>	
<u>Contract Dates</u> 10/19/12 - 10/28/12	<u>Estimate #</u> 312 REFORM NM NOW
<u>Advertiser</u> Reform New Mexico Now	<u>Original Date / Revision</u> 10/23/12 / 10/23/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast
<u>Station</u> KOAT	<u>Account Executive</u> Mary Tricoli
<u>Special Handling</u>	
<u>Demographic</u>	
Adults 35+	
<u>IDB#</u> 51	<u>Advertiser Code</u> 103
<u>Agency Ref</u>	
<u>Advertiser Ref</u>	

And:

SRCP Media Inc
Attention: Betsy Vonderheid
201 North Union Street
Ste 200
Alexandria, VA 22314

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/		Type	Spots	Amount
								Week	Rate			
N 8	KOAT	10/20/12	10/27/12	Action 7 News @ 5p Sat	5-530p		:30			NM	4	\$1,100.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week: 10/15/12 - 10/21/12 -----1----- 1 \$550.00												
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>			
	1	KOAT	10/15/12-10/21/12	Action 7 News @ 5p Sat	5-530p	-----Sa--	:30		\$550.00			NM
See MG 8.3,8.4,8.5												
	3	KOAT	10/27/12-10/27/12	CASTLE SAT LF	1035P-1135P	-----Sa--	:30		\$225.00			NM
(1) MG for 8.1 10/20												
	4	KOAT	10/27/12-10/27/12	CASTLE SAT LF	1035P-1135P	-----Sa--	:30		\$225.00			NM
(1) MG for 8.1 10/20												
	5	KOAT	10/27/12-10/27/12	PRIVATE PRACTICE SAT LF	1035-1135P	-----Sa--	:30		\$100.00			NM
(1) MG for 8.1 10/20												
Week: 10/22/12 - 10/28/12 -----1----- 1 \$550.00												
										Totals	49	\$34,400.00

*Tax 1 Note: New Mexico Tax Rate 7%

Time Period	# of Spots	Gross Amount	Net Amount	*Tax 1	Total
10/01/12 - 10/28/12	49	\$34,400.00	\$29,240.00	\$2,046.80	\$31,286.80
Totals	49	\$34,400.00	\$29,240.00	\$2,046.80	\$31,286.80

Signature: _____ Date: _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc. does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.